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**ELECTROPHORETIC DISPLAY ELEMENT**  
TOYOTA MOTOR CORP

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**Abstract:** PURPOSE: To display multiple kinds of color with one electrophoretic display element by dispersing plural kinds of electrophoretic particles having different zeta potential in a liquid dispersion medium held between substrates.

CONSTITUTION: A liquid dispersion comprising a liquid dispersion medium 6 contg. dispersed electrophoretic particles 4, 5 is held between a pair of substrates 1a, 1b, wherein plural kinds of electrophoretic particles having different zeta potentials are dispersed in the dispersion medium 6. Electrophoretic particles 4, 5 having one or many kinds of color are deposited to transparent electrodes 2a, 2b by changing the electric voltage, polarity, and time for applying to transparent electrode layers 2a, 2b utilizing a fact that migration velocity of electrophoretic particle 4, 5 in a dispersion medium 6 changes in proportion to zeta potential. Thus, display of many kinds of color has become possible.

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